

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listing, of claims in the application:

**Listing of Claims:**

Claim 1 (canceled)

Claim 2 (currently amended): The ~~system~~ method as recited in claim [[1]] 20, wherein the discount price list is a variable discount price list that tracks a known standard pharmaceutical price list.

Claim 3 (currently amended): The ~~system~~ method as recited in claim [[1]] 20, wherein the ~~individuals pay a membership fee~~ is paid by the individual to the pharmacy benefit manager to join the pharmaceutical benefit program.

Claim 4 (currently amended): The ~~system~~ method as recited in claim [[3]] 20, wherein the membership fee is paid by the individual's employer.

Claim 5 (currently amended): The ~~system~~ method as recited in claim [[3]] 20, wherein the membership fee is paid by the individual's business.

Claim 6 (currently amended): The ~~system~~ method as recited in claim [[3]] 20, wherein the membership fee is a renewal fee.

Claim 7 (currently amended): The ~~system~~ method as recited in claim [[1]] 20, wherein the member includes his/her family in the pharmaceutical benefit program.

Claims 8-9 (canceled)

Claim 10 (currently amended): The ~~system~~ method as recited in claim [[9]] 20, wherein the basic listings are provided to pharmaceutical companies free of charge.

Claim 11 (currently amended): The ~~system~~ method as recited in claim [[9]] 20, wherein the premium listings are provided to pharmaceutical companies upon payment of a premium listing fee.

Claim 12 (currently amended): The ~~system~~ method as recited in claim [[9]] 20, wherein the premium listings include a link to a customizable web page for the pharmaceutical company that is accessible via a global telecommunications network.

Claim 13 (currently amended): The ~~system~~ method as recited in claim [[9]] 20, wherein the premium listings include a link to the pharmaceutical company's web site.

Claim 14 (currently amended): The ~~system~~ method as recited in claim [[9]] 20, wherein the premium listings are customized for each pharmaceutical company.

Claim 15 (currently amended): The ~~system~~ method as recited in claim [[9]] 20, wherein the discount price list and the pharmaceutical listing is accessible via a global telecommunications network.

Claim 16 (currently amended): The ~~system~~ method as recited in claim [[9]] 20, wherein the discount price list and the pharmaceutical listing are searchable by the members using one or more search criteria.

Claim 17 (currently amended): The ~~system~~ method as recited in claim [[1]] 20, further comprising the step of providing one or more advertisements ~~provided~~ by the pharmacy benefit manager to the members.

Claim 18 (currently amended): The ~~system~~ method as recited in claim 17, wherein an advertiser pays the pharmacy benefit manager an advertising fee to provide the advertisements to the members.

Claim 19 (currently amended): The ~~system~~ method as recited in claim 18, wherein the advertisement provided to a member is based on one or more search criteria used to search the pharmaceutical listing.

Claim 20 (currently amended): A method for providing a pharmaceutical benefit program comprising the steps of:

receiving a membership fee from one or more individuals to become members of the pharmaceutical benefit program; and

providing a discount price list and a pharmaceutical listing to the members that regulates the cost of pharmaceuticals provided to the members by a pharmacy benefit manager such that the members pay the pharmacy benefit manager in-full directly for any pharmaceuticals provided to the members based on the discount price list, and wherein the pharmaceutical listing comprises basic listings and premium listings for the pharmaceuticals.

Claim 21 (currently amended): A computer program embodied on a computer readable medium executable by a server for providing a pharmaceutical benefit program comprising:

a code segment for receiving a membership fee from one or more individuals to become members of the pharmaceutical benefit program; and

a code segment for providing a discount price list and a pharmaceutical listing to the members that regulates the cost of pharmaceuticals provided to the members by a pharmacy benefit manager such that the members pay the pharmacy benefit manager in-full directly for any pharmaceuticals provided to the members based on the discount price list, and wherein the pharmaceutical listing comprises basic listings and premium listings for the pharmaceuticals.

Claim 22 (currently amended): An apparatus for providing a pharmaceutical benefit program comprising:

a server;

one or more storage devices communicably coupled to the server, the one or more data storage devices containing a discount price list and a pharmaceutical listing to the members that regulates the cost of pharmaceuticals provided to the members by a pharmacy benefit manager such that the members pay the pharmacy benefit manager in-full directly for any pharmaceuticals provided to the members based on the discount price list, and wherein the pharmaceutical listing comprises basic listings and premium listings for the pharmaceuticals;

a communications interface communicably coupled to the server that allows a member to access the discount price list; and

wherein the member is an individual that has paid a membership fee to join the pharmaceutical benefit program.

Claim 23 (original): A direct point-of-sale system comprising:

a network of one or more pharmacies;

one or more customers having access to the network of one or more pharmacies;

a variable discount drug price list web site on a global telecommunications network that tracks a known standard drug price list that regulates the price of drugs to the customers by the pharmacies and wherein the customer pays the network of pharmacies in-full directly for drugs on the variable discount price list; and

a basic or a premium drug price listing on the variable discount drug price list web site, wherein the premium drug price listing provides a link to a separate page about the drug.

Claim 24 (currently amended): The direct point of sale system of claim ~~[[25]]~~ 23, the separate page about the drug is defined further as being a link to the web site on a global telecommunications network of the drug company.

Claim 25 (currently amended): The direct point of sale system of claim ~~[[25]]~~ 23, wherein the separate page about the drug is defined further as an advertisement for that specific drug.

Claim 26 (currently amended): The direct point of sale system of claim ~~[[25]]~~ 23, the separate page about the drug is defined further as a web page with several drugs advertised by a single manufacturer.

Claim 27 (currently amended): The direct point of sale system of claim ~~[[25]]~~ 23, wherein the basic and premium listings comprises a drug name, drug strength and a price.